

**CITY OF NEWTON  
PURCHASING DEPARTMENT**

***CONTRACT FOR THE NEWTON PUBLIC SCHOOL DEPARTMENT***

***REQUEST FOR PROPOSALS:***

**Consultant to Assist in the Search for a School Superintendent**

***RFP #10-02***

**JULY 2009**

**David B. Cohen, Mayor**

**REQUEST FOR PROPOSALS #10-02  
NEWTON PUBLIC SCHOOLS**

**Consultant to Assist in the Search for a School Superintendent**

TABLE OF CONTENTS

	Page No.
I. Timeline	3
Decision to Use a Request for Proposal	3
II. Introduction	3-4
Schedule	4
III. Scope of Work	5
IV. Proposal Submission Requirements	6-7
Technical Proposal	7
V. Minimum Criteria	8
Minimum Requirements	8
VI. Comparative Evaluation Criteria	9-12
Evaluation of Proposals	12
VII. Award of Contract	12
VIII. Term of Contract	12
Attachments	
A. Addenda & Non-collusion	13
B. Attestation	14
IX. Price Proposal w/ Signature	15

## REQUEST FOR PROPOSALS #10-02

### NEWTON PUBLIC SCHOOLS

#### Consultant to Assist in the Search for a School Superintendent

#### I. RFP Timeline and Decision to Use a Request for Proposals

##### Time Line

Release date:	<b>July 29, 2009*</b>
Pre-proposal meeting:	<b>August 7, 2009*</b> @ 10:00 a.m. Room #204 - Newton City Hall
Questions must be received at the email address no later than	<b>August 10, 2009</b> Email: purchasing@newtonma.gov
Proposal submittal:	<b>August 14, 2009*</b> @ 10:00 a.m.

**\*PLEASE NOTE: all dates have been changed from what was originally advertised.**

##### Decision to Use a Request for Proposals

The City of Newton is requesting proposals from qualified consultants or consulting firms to provide Executive Search Consultant Services for the position of Superintendent of Schools in accordance with the following proposal schedule and the attached specifications for Newton Public Schools. The *Chief Procurement Officer* has determined that in order to select the most advantageous proposal to search and select a new School Superintendent, comparative judgments of technical factors in addition to price will be necessary.

The Newton School Committee's Evaluation Committee will evaluate each proposer's experience, proposed methodology for the search process, action plans and timelines, ability to communicate effectively and past successes in meeting the needs of other district searches. After review of the Technical Proposals, the Evaluation Committee will schedule interviews with all Proposers who have been deemed "Advantageous" or higher. The successful proposer will be expected to develop and implement a search plan in accordance with the proposal requirements as further described herein.

#### II. Introduction

Newton, Massachusetts is a city of over 80,000 in population, located twelve miles west of downtown Boston. The Newton Public Schools includes 21 schools and are organized in an Elementary K-5, Middle School 6-8, and High School 9-12 arrangement with a current enrollment of 11,570 students for FY09. There are fifteen elementary schools, with an average size of 367 students, four middle schools averaging 620 students, and two senior high schools averaging 1,796 students. The FY10 pupil-teacher class size goals as established by the School Committee are: elementary schools Grades K-1 at 20 students or below, Grades 2-5 at fewer than 25 students; middle schools team size at 90 students; and high schools at no more than 15% of classes with greater than 25 students. The

system is governed by a Superintendent as well as a School Committee of eight members elected at-large from the city's eight wards for two year terms. The City Mayor serves as the ninth voting member of the School Committee.

The budget for FY10 is \$164,708,394, which accounts for approximately 50% of the entire City of Newton's budget. The per pupil cost for FY10 in Newton is \$14,244 based on a projected enrollment of 11,563.

### Overview

The School Committee expects the consultant or consulting firm to assist in working with a Search Committee consisting of 19 stakeholder members to develop the overall approach and process for hiring a School Superintendent for the Newton Public Schools. This process will allow voices in the staff and community to be heard on the most important issues facing education in Newton and what qualifications for a Superintendent candidate will be needed to lead our district.

Newton Public Schools is a high performance urban/suburban system. The School Committee has recently completed an ambitious strategic planning process and is committed to working with a new Superintendent to act on the plan while meeting the future needs of Newton's students.

### Schedule

The Request for Proposals (RFP) will be available on line at [www.ci.newton.ma.us/bids](http://www.ci.newton.ma.us/bids) or for pickup in the office of the *Chief Procurement Officer*, Newton City Hall, 2<sup>nd</sup> Floor, 1000 Commonwealth Avenue, Newton Center, MA 02459, (617) 796-1220 after 10:00 a.m. on July 29, 2009.

The City of Newton's Purchasing Dept. will convert to an email notification system of all upcoming public bids effective July 1, 2009. If you wish to receive notification of proposals, please email us your company information to [purchasing@newtonma.gov](mailto:purchasing@newtonma.gov), otherwise you may view all City of Newton public bids/RFP's online at [www.ci.newton.ma.us/bids](http://www.ci.newton.ma.us/bids).

Proposals shall be received until 10:00 am. on August 14<sup>th</sup>, 2009 at the Office of the *Chief Procurement Officer*, Newton City Hall, 2<sup>nd</sup> Floor, 1000 Commonwealth Avenue, Newton Center, MA 02459. FAXED PROPOSALS ARE NOT ACCEPTABLE.

Interviews of qualified proposers will be scheduled during the weeks of August 17<sup>th</sup> through August 25<sup>th</sup> 2009. The award of this contract, if any, will be no later than 90 days after the deadline for the submission of proposals.

In accordance with the provisions of G.L. c. 30B, sec. 9, The City of Newton reserves the right to waive any informalities in any or all proposals, or to reject any or all proposals, if it be in the public interest to do so.

### III. Scope of Work

The Newton Public School District (NPS) seeks proposals from experienced executive search consultants to assist in recruiting applicants for the position of Superintendent of Schools, Newton, Massachusetts. The successful Proposer will work with the Newton School Committee to conduct a search for highly qualified candidates. The scope of work will include, but not be limited to, a process which identifies the following:

1. Review position requirements and interview, survey and conduct focus groups to solicit opinions from various stakeholders with committee members, staff, parents, other elected or appointed City officials, and members of the community to help the School and Superintendent Search Committees define the leadership needs of the school system.
2. The consultant will present its findings and recommendations in a written report to the School Committee. In addition to this search process and report, the Consultant will work with the School Committee and NPS Central staff to develop descriptive documents for prospective applicants.
3. Conduct networking and other search activities to generate a diverse pool of highly qualified prospective candidates, including candidates who may not have pursued a traditional Superintendent career track.
4. Assist the School and Search Committees in establishing selection criteria and in identifying and recruiting highly qualified applicants for a new Superintendent of Schools.
5. Assist the School and Search Committees to screen applicants, verify credentials, and check references.
6. Assist the School and Search Committees during the interview process.
7. Assist the School and Search Committees in the final selection process and consult during the contract negotiations with the candidate selected.
8. Continue to work on this assignment through the hiring of a Superintendent.

THIS SPACE INTENTIONALLY LEFT BLANK

#### IV. Proposal Submission Requirements

A. Failure to submit documents requested may result in the determination that a proposal is non responsive unless the City deems such a failure to be a minor informality.

1. Governing Law and Deadline for Submission: Technical proposals (**separate sealed envelope with one (1) original, one (1) copy and ten (10) cds.** Price Proposals (**separate sealed envelope of one (1) hard copy**) must be submitted in accordance with General Laws Chapter 30B, § 6, to the *Chief Procurement Officer* in the Purchasing Department, Newton City Hall 2<sup>nd</sup> Floor, 1000 Commonwealth Avenue, Newton, MA 02459 NO LATER THAN **10:00 am., August 14<sup>th</sup>, 2009.**
2. A Pre-proposal conference will be held on **August 7<sup>th</sup>, 2009 at 10:00 a.m.** at City Hall, Purchasing Department, Rm#204, 1000 Commonwealth Avenue, Newton, MA 02459.
3. **Proposers must submit a proposal in the same order as this RFP with a Table of Contents showing which page each section can be found on. Each page of the proposal must contain a footer with the page number. The proposal must contain a section each for all the items in paragraph IV. B. items 1-8, MINIMUM CRITERIA, EVALUATION CRITERIA, as well as Attachments A & B. Be sure to include a Letter of Interest, Technical Proposal, examples of comparable projects, and resumes of key personnel. Documentation must be contained in each section to prove responsiveness to each requirement. Proposals received without the required documentation for each section may be deemed unresponsive.**
4. Technical and Price Proposals must be submitted in separate sealed envelopes and plainly marked as follows: Technical Proposal - öRFP #10-02 NPS Search for a School Superintendent, TECHNICAL PROPOSALö, and the Price Proposal - öRFP #10-02 NPS Search for a School Superintendent, PRICE PROPOSALö along with the name of the person or firm on both envelopes. If prices are included in the Technical Proposal, the proposal will be disqualified
5. There will be no public opening of proposals. The names and addresses of all parties submitting proposals will be recorded and the proposals will then be provided to the School and Search Committee members selected to evaluate them.
6. Questions: Inquiries involving procedural or technical matters shall be submitted in writing and received a minimum of 72 hours prior to proposal due date, and must be directed to: Re Cappoli, *Chief Procurement Officer* via email to: purchasing@newtonma.gov or facsimile (617) 796-1227.
7. Examination of Documents: Each Proposer shall be satisfied as to the requirements of the contemplated services to enable the intelligent preparation of this proposal. The Proposer shall be familiar with all RFP documents before submitting the proposals in order that no misunderstanding shall exist in regard to the nature and

character of the contemplated services to be performed. No allowance will be made for any claim that the proposal is based on incomplete information as to the nature and character of the area or contemplated service.

8. Price Proposals shall remain in effect for a period of 90 calendar days from the date of proposal submittal or until it is formally withdrawn, a contract is executed or this Request for Proposal is canceled, whichever occurs first.

B. Technical Proposal must include the following information, in addition to the Minimum & Evaluation Criteria:

1. A Letter of Interest including company history.
2. If the Proposer is a firm or a corporation, then the proposal should include an organizational chart indicating names and positions, current resumes, summaries of credentials and the number of years of experience providing executive search services for all consultants who will work with the School and Search Committees on this contract.
3. The Proposer should identify the name of the "Lead Consultant" who will be the person assigned to work directly with the School and Search Committees. Note that the contract will require that the same "Lead Consultant" be assigned to this contract for the duration of the search process, through and including the hiring of a Superintendent.
4. The Technical Proposal (not to exceed twenty (20) pages) must include a description of the Proposer's approach to performing services outlined in the Scope of Services, including a description of their proposed candidate recruitment strategies and a "search process plan", approach to assuring community involvement and input, and a timeline with milestones.
5. Submit a list of communities and supporting documentation for which your company provided similar executive Superintendent search services in communities as described in this Request for Proposal (RFP) during the past five (5) years.
6. References: A minimum of five (5) references of comparable executive search projects, including a one paragraph synopsis per reference, dates of service, client's names, addresses, email addresses and telephone numbers. These references must include at least one (1) reference from a school district with a minimum of eight (8) schools and a minimum population of 5,000 attending students. The City or School Department reserves the right to use itself as a reference.
7. A signed Certificate of Non-Collusion, as well as a signed Certificate of Payment of Taxes to the Commonwealth of Massachusetts ("Tax Attestation Form"). Forms will be provided for both of these submissions.

A proposal may be rejected on the basis of one or more references reporting less than excellent past performance by the bidder and/or that experience does not meet the Minimum and Comparative Criteria Requirements.

## **V. Minimum Criteria**

All proposals must have a section in their proposal labeled MINIMUM CRITERIA and must provide all necessary documentation as evidence that they meet each of the following minimum criteria in order to be considered for further evaluation:

1. The Proposer has included a minimum of three (3) examples of direct experience in conducting successful executive searches for School Superintendents and/or secondary and higher education administrators (public and private sector) and/or other public sector executive positions within the last five (5) years. At least one (1) of these examples must involve the successful search and hiring of a School Superintendent for a school district with a minimum of 8 schools and 5,000 attending students.
2. The Proposer has demonstrated national experience recruiting Superintendents or other similar leaders for school districts as documented by a history of positions successfully recruited over the past five (5) years. Successful accomplishment of the aforementioned criteria must be documented here by the provision of a list of school districts for which the positions in the system have been filled by recruited candidates.
3. The Proposer has provided evidence that they have a record of having managed a successful community involvement component of a School Superintendent search process in two (2) client school districts.
4. The Proposer has demonstrated the capacity to generate the necessary advertisements, brochures, and other forms of candidate outreach as evidenced by documented past experience and samples of advertisements, brochures, and recruitment strategies with this proposal.
5. The Proposer has provided documentation and a track record of assigning a Lead Consultant who continues throughout the entire project until a successful desired end result has been achieved as verified by providing a minimum of 2 past executive search references confirming this.



## VI. Comparative Criteria

All proposals must have a section in their proposal labeled COMPARATIVE CRITERIA and must provide all necessary documentation as evidence that they meet each of the following criteria. The evaluation of the Technical Proposals will be based on the “comparative criteria” described in this section. In accordance with applicable Massachusetts law, the following scale will be used to rate each evaluation criteria, as well as to determine a composite rating for each proposal:

“highly advantageous”

“advantageous”

“not advantageous”

### 1. Experience

Highly Advantageous: The Proposer must have a minimum of five (5) years experience in successful executive search and hiring processes and provide more than three (3) examples of successful executive search experience with public school systems, other educational institutions, and other non-profit organizations of similar size and demographics as Newton.

Advantageous: The Proposer must have a minimum of five (5) years experience in successful executive search and hiring processes and provide three (3) examples of successful executive search experience with public school systems, other educational institutions, and other non-profit organizations.

Not Advantageous: The Proposer must have a minimum of five (5) years experience in successful executive search and hiring processes and provide less than three (3) examples of successful executive search experience with public school systems, other educational institutions, and other non-profit organizations.

### 2. Knowledge

Highly Advantageous: Provide more than three (3) examples of understanding how Massachusetts laws impact the role of the Superintendent, School Administrators and the community at large.

Advantageous: Provide three (3) examples of understanding how Massachusetts laws impact the role of the Superintendent and School Administrators and the community at large.

Not Advantageous: Provide less than three (3) examples of understanding how Massachusetts laws impact the role of the Superintendent and School Administrators.

### 3. Networking

Highly Advantageous: Provide more than three (3) examples of how utilizing established networks of professional education contacts will be used in the search process and recruitment process to attract a broad range of highly qualified candidates, including women and minorities.

Advantageous: Provide three (3) examples of how utilizing established networks of professional education contacts will be used in the search process and recruitment process to attract a broad range of highly qualified candidates, including women and minorities.

Not Advantageous: Provide less than three (3) examples of how utilizing established networks of professional education contacts will be used in the search process and recruitment process to attract a broad range of highly

qualified candidates, including women and minorities.

4. Executive Search Process and Action Plans

Highly Advantageous: Provide more than three (3) examples of executive search and recruitment work showing how each planning model specifically met the needs of the particular entity with whom they were working with at least one (1) of these examples leading to the hiring of a School Superintendent.

Advantageous: Provide three (3) examples of executive search and recruitment work showing how each planning model specifically met the needs of the particular entity with whom they were working with at least one (1) of these examples leading to the hiring of a School Superintendent.

Not Advantageous: Provide less than three (3) examples of executive search and recruitment work showing how each planning model specifically met the needs of the particular entity with whom they were working with at least one (1) of these examples leading to the hiring of a School Superintendent.

5. Success in Preparing and Presenting

Highly Advantageous: More than three (3) examples of comparable projects showing a variety of formats, meeting the needs of the particular entity with whom they were working, in clear, coherent, comprehensible and attractive formats, including narrative and visual formats (narrative reports, graphics, computer presentations) for various stakeholder audiences.

Advantageous: Three (3) examples of comparable projects are presented in a clear, coherent, comprehensible and attractive format, including narrative and visual formats (narrative reports, graphics, computer presentations) for various stakeholder audiences.

Not Advantageous: Less than three (3) examples of comparable projects are presented in a clear, coherent, comprehensible and attractive format, including narrative and visual formats (narrative reports, graphics, computer presentations) for various stakeholder audiences.

6. Success In Organizing and Facilitating

Highly Advantageous: Provide more than three (3) project examples where the proposed Lead Consultant/Key Personnel, for this Newton School Superintendent Search, organized, trained, facilitated and communicated among members of working groups as part of an executive search process experiencing successful results with one (1) of these examples leading to the hiring of a School Superintendent.

Advantageous: Provide three (3) project examples where the proposer Lead Consultant/Key Personnel, for this Newton School Superintendent Search, organized, trained, facilitated and communicated among members of working groups as part of an executive search process experiencing successful results with one (1) of these examples leading to the hiring of a School Superintendent.

Not Advantageous: Provide less than three (3) project examples where the proposer Lead Consultant/Key Personnel, for this Newton School Superintendent Search, organized, trained, facilitated and communicated among members of working groups as part of an executive search process experiencing successful results with one (1) of these examples leading to the hiring of a School Superintendent.

## 7. References\*

Highly Advantageous: All five (5) references were satisfied and stated that all tasks were completed within the time frame required.

Advantageous: All five (5) references were satisfied and stated that all tasks were completed but not within the time frames required.

Not Advantageous: All five (5) references were satisfied with the end results, but project was not completed in a timely manner or references were not satisfied with the end results, but project was completed on time.

\*One member of the Evaluation Committee will check references of all Proposers who are ranked advantageous or higher and will be asking the same questions of each reference. The Committee member who checks the references will prepare a report for the remaining evaluators.

## 8. Interviews\*

Highly Advantageous: Lead Consultant for this project was present, clearly stated a plan of action, demonstrated excellent communications skills, presented other personnel with experience and skills who will be assigned for the duration of this project and successfully responded to all questions from the Evaluation Committee.

Advantageous: Lead Consultant for this project was present, outlined a plan of action, demonstrated excellent communication skills, presented other personnel with experience and skills who will be assigned for the duration of this project and successfully responded to most of the questions from the Evaluation Committee.

Not Advantageous: Lead Consultant for this project was present but did not present a plan of action, or was unable to communicate effectively, or presented other personnel who did not have the experience and skills to work on this project and/or would not be assigned for the duration of this project or did not successfully respond to questions from the Evaluation Committee.

\*The Evaluation Committee will schedule interviews with all Proposers who have an evaluation rating of Advantageous or higher.

## Evaluation of Proposals

The Technical Proposals will be opened and evaluated by the School Committee's Evaluation Committee who will rate the proposals. All proposals ranked advantageous or higher will be finalists to be interviewed. The interviews will be conducted by a sub committee comprising of both NPS Central Staff and School Committee members. Upon review and approval of Technical evaluations the Price Proposals will be opened and evaluated by the *Chief Procurement Officer*.

## **VII. Award of Contract**

The contract will be awarded to that Proposer deemed by the Evaluation Committee and *the Chief Procurement Officer* to have submitted the most advantageous proposal taking into consideration all of the listed minimum and comparative criteria in addition to the Price Proposals. In accordance with the provisions of G.L. c. 30B, sec. 9, The City of Newton reserves the right to waive any informalities in any or all proposals, or to reject any or all proposals, if it be in the public interest to do so.

## **VIII. Term of the Contract**

It is anticipated that work under this contract shall begin approximately September 14<sup>th</sup>, 2009 and shall be completed by June 30, 2010.

END OF SECTION

## ATTACHMENT 6 A

(To be submitted with your TECHNICAL PROPOSAL)

Proposer acknowledges the following Addendum .,\_\_\_\_\_,\_\_\_\_\_,

- CERTIFICATE OF NON-COLLUSION

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, Committee/Superintendent club, or other organization, entity, or group or individuals.

\_\_\_\_\_  
Name of person signing bid or proposal

\_\_\_\_\_  
Name of Business Entity (if any)

## ATTACHMENT – B

(To be submitted with your TECHNICAL PROPOSAL)

### ATTESTATION

Pursuant to MG c. 62C, § 49A, the undersigned acting on behalf of the Contractor, certifies under the penalties of perjury that, to the best of the undersign's knowledge and belief, the Contractor is in compliance with all laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.\*

\_\_\_\_\_  
\*\*Signature of Individual  
or Corporate Contractor (Mandatory)

\_\_\_\_\_  
\*\*\* Contractor's Social Security Number  
(Voluntary) or Federal Identification Number

By: \_\_\_\_\_  
Corporate Officer  
(Mandatory, if applicable)

Date: \_\_\_\_\_

\* The provision in the Attestation relating to child support applies only when the Contractor is an individual.

\*\* Approval of a contract or other agreement will not be granted unless the applicant signs this certification clause.

\*\*\* Your social security number will be furnished to the Massachusetts Department of Revenue to determine whether you have met tax filing or tax payment obligations. Providers who fail to correct their non-filing or delinquency will not have a contract or other agreement issued, renewed, or extended. This request is made under the authority of GL c. 62C, § 49A.

## Price Proposal

(To be submitted in a separate sealed envelope marked as below)

City of Newton

Purchasing Department

**RFP # 10-02**

Newton Public Schools

Consultant to Assist in the Search for a School Superintendent

"The price proposal (one original copy) must be submitted without conditions or exceptions and must be submitted under separate cover and in a sealed envelope.

The price proposal set forth in this proposal shall constitute full and complete compensation for the services to be provided by the Consultant/Firm. There shall be no reimbursement for out-of-pocket or other expenses incurred by the Consultant in connection with the performance of the services. Any exceptions may result in proposal rejection.

Price proposal for School Superintendent Search:

\$\_\_\_\_\_per hour x \_\_\_\_\_hrs. = \$\_\_\_\_\_Total Fixed Fee

Total Contract Price in words: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email \_\_\_\_\_